



# Starting a Business in Houston

## Fall 2012



Linking YOU to the World

### Houston Business Resources

Discover free services offered by the City of Houston Mayor's Office of Business Opportunity (OBO), SCORE ("Counselors to America's Small Business"), and the Houston Public Library. Topics include permitting and licensing requirements for starting and running a business, and the importance of a business plan.

**Oak Forest Neighborhood Library**  
1349 West 43rd St. 77018 | 832-393-1960  
**Saturday, October 6 | 12 PM - 2 PM**

**Central Library**  
500 McKinney St. 77002 | 832-393-1313  
**Monday, October 8 | 6 PM - 7:30 PM**

### Business Planning for Beginners

This free business workshop presented by SCORE Houston will help you gain insight on why a business plan is important and the preparation needed to initiate it, the components of a business plan, and how to put it all together with supporting documentation.

**Central Library**  
500 McKinney St. 77002 | 832-393-1313  
**Monday, November 19 | 6 PM - 7:30 PM**

### Traditional and Social Marketing for Your Business

Learn to evaluate and develop your business marketing strategy. Define and understand your pricing strategy, target market and competition. Learn how to achieve instant results from your marketing strategies using traditional and nontraditional methods. Learn about marketing and related resources offered by SCORE and the Houston Public Library.

**Central Library**  
500 McKinney St. 77002 | 832-393-1313  
**Monday, December 10 | 6 PM - 7:30 PM**

### Business Financing Basics

Learn from a banking industry insider how to access capital for your small business when traditional lending sources may not be a viable option. A must-see for new and existing businesses. Presented by Ervin Hughes, Jr., an award-winning business consultant and former commercial banker with more than 20 years of experience.

**Oak Forest Neighborhood Library**  
1349 West 43rd St. 77018 | 832-393-1960  
**Saturday, November 3 | 12 PM - 2 PM**

### So You Want to Start a Food Business!

Learn about operating a food service business from Kitchen Incubator President Lucrece Borrego, who will discuss the pros and cons of starting this difficult and competitive type of business. Topics include regulatory requirements, financial considerations, technical and management assistance, and City of Houston food service requirements.

**Oak Forest Neighborhood Library**  
1349 West 43rd St. 77018 | 832-393-1960  
**Saturday, December 1 | 12 PM - 2 PM**

These events are free and open to the public.  
Please visit our web site, [www.houstonlibrary.org](http://www.houstonlibrary.org),  
for additional class information or call 832-393-1313.

